



Hartford Parking Authority

Request for Proposals Parking Supply/Demand Analysis & Site Alternatives Analysis

October 2005

HPA RFP # 100105



GENERAL:

The Hartford Parking Authority (HPA or Authority) believes that Downtown Hartford is experiencing pocketed parking shortages within and adjacent to the Central Business District (CBD). It is the intent of the Authority to hire a qualified parking consulting firm to evaluate the adequacy of parking supply within the defined study area, quantify surplus or deficit conditions, and identify the epicenters of the deficits. In addition, an analysis of future parking conditions will be conducted to take into account likely development projects, losses of existing supply and potential changes in land use in the next 5 years. This process shall be defined as the first phase of the Parking Study.

The second phase of the Parking Study is to evaluate potential sites that could satisfy any projected parking deficit. The evaluation shall include a design of each alternative that illustrates a first floor plan (including entry/exit locations), a typical floor, and a roof level plan. It should also include the number of levels, the number of spaces per level, and the estimated efficiency (sq. ft/car) for the overall concept. The Selected Proposer (SP) will also be required to perform a detailed estimate the total project cost for each alternative. A minimum of two alternatives will be evaluated for each supply deficient area.

STUDY AREA:

The Study Area is within or adjacent to Hartford's CBD.

Definition of Study Area

- § Northern Boundary: South Chapel Street
- § Southern Boundary: Capital Avenue
- § Eastern Boundary: Main/Prospect Streets
- § Western Boundary: Spruce Street

A map that depicts the Study Area is attached and labeled (Exhibit A).



PROJECT APPROACH

The Authority's seeks to solicit proposals from qualified parking consulting firms (firms) to conduct a thorough Supply/Demand Analysis and Site Alternatives Analysis by documenting the parking inventory within the defined study area of the CBD. Based on this analysis, the Selected Proposer (SP) shall evaluate the impact of various upcoming or proposed economic development projects in the CBD based on the current parking supply; the impact on the current parking infrastructure; and determine new parking supply requirements.

The HPA requires all Proposers to define their respective study methodologies for both the Supply/Demand Analysis and the Site Alternatives.

The Supply/Demand Analysis shall quantify current and future parking demand for a 5 year planning horizon. It shall portray the locations of unmet parking demand for each of the two scenarios and present the findings in a tabular and graphic form. Vehicle occupancy counts shall be performed three times on the survey day at 10:00 AM, 12:00 PM and at 2:00 PM. The Proposer's methodology shall state the statistical means that will be employed to adjust raw data accumulated on the survey day with other parking days to prognosticate a typical busy day that meets the 85th percentile of activity.

The Site Alternatives Analysis shall offer potential off-street sites that can accommodate the parking needs that were identified in the Supply/Demand Analysis. Some sites may be offered by HPA representatives for evaluation. Issues such as walking distance from the epicenters of parking demand, construction cost, site limitations, functional design, and other site issues shall be considered in the analysis.



EVALUATION CRITERIA

The Authority and City will establish a "Parking Supply/Demand Analysis and Site Alternatives Analysis" Selection Committee to evaluate proposals. The proposal review may be the sole basis upon which a selection is made. The negotiations and a contract will be offered to the firm that submits a proposal that best satisfies the needs/objectives of the Authority and best documents the Proposer's ability to accomplish them. The Authority reserves the right to reject any and/or all proposals.

Each firm's response should be written in sufficient detail to illustrate their familiarity and experience with parking studies of this type as well as demonstrate an understanding of the project's scope of services.

Each firm's response for the proposed project should identify all staff and sub-contractors that will provide any portion of services required under work contemplated by this RFP. The background, experience, area of expertise, and levels of responsibility for each individual and/or subcontractor that will perform work associated with this RFP shall be supplied. Each firm's response should include resumes for all assigned staff or sub-contractor, a description of his/her role in the project, a list of examples of similar work performed, and at least five municipal client references for similar projects.

The Committee may interview some or all of the consultants responding to this RFP to obtain additional information or clarify points in the proposals submitted. The following criterion has been established to guide the evaluation of each firm's proposal as indicated:

- § Demonstrated strength of professionals assigned to work on the study – project leader, project specialists, etc.
- § Experience on similar projects including five (5) references
- § Ability to work within the Authority's time frame (10 weeks from the notice to proceed)
- § Project approach and process methodology



The weighting of the evaluation criteria will be at the sole discretion of the Selection Committee.

SCOPE OF WORK:

The SP shall develop a work program that reflects their understanding of the Authority's requirements and how their experience with similar projects for other cities throughout the country will bring this RFP a successful conclusion. The SP shall perform the following tasks as a minimum while performing both the Supply/Demand and Site Alternatives Analysis:

1. Conduct an organizational meeting
2. Develop and Implement Data Collection Plan
3. Review and evaluate existing data
4. Collect parking occupancy data three times daily
5. Document turnover in a representative sampling of the CBD's on-street inventory.
6. Summarize other parking utilization characteristics.
7. Confirm and survey all public & private parking supply within the Study Area
8. Review Available Land Use Information
9. Conduct Leadership Interviews
10. Analyze Current and Future Parking Demand
11. Identify geographic areas that require additional parking supply
12. Quantify parking deficits in aforementioned geographic areas
13. Develop a parking model
14. Present Supply/Demand Study DRAFT findings to the HPA in person
15. Perform a Site Alternatives Analysis based on the findings of the aforementioned Parking Supply/Demand Analysis
16. Identify three primary epicenters of unmet parking demand that could be remedied by the construction of off-street parking structures.



17. Confer with HPA and City representatives and private sector representatives that are identified by the HPA to determine potential locations for off-street parking structures
18. Conduct stakeholder interviews to identify optimal sites for possible parking development and report their findings to the HPA
19. To buffer the impact of integrating a multi-level parking structure into existing neighborhoods, the SP must investigate the possibility of integrating retail and office space along the street level and other potential land uses above or adjacent to proposed sites.
20. The SP shall be required to develop detailed cost estimates of the total project cost of each alternative including hard and soft costs, financing, site preparation, demolition, etc.
21. The SP shall work with the HPA to develop a weighted matrix to evaluate the merits of potential parking sites.
22. The SP shall recommend identify three areas within the CBD that are underserved with parking resources and evaluate at minimum, two potential locations for each of the three areas that is underserved.
23. Present Site Alternatives Analysis DRAFT findings to the HPA
24. Obtain the comments of the HPA concerning both the Site Alternatives Analysis and Supply/Demand Analysis
25. Incorporate the comments of the HPA and issue 10 full color bound copies and a PDF file of both study types into a single document, referring to the Supply/Demand Analysis as Phase I and the Site Alternatives Analysis as Phase II. This combined document shall constitute the final report and end the consulting engagement.



DECLARATION:

This RFP is being issued by the Authority to solicit proposals from qualified parking consulting firms for a Parking Supply/ Demand Analysis and Site Alternative Analysis for the Authority. This RFP contains the required information needed by qualified parking consulting firm for submission of proposals. Per adopted resolution by the Authority on January 13, 2005, the RFP will be issued and administered in accordance to the Purchasing Rules and Regulations of the City of Hartford.

1. RFP Administrator

The person responsible for administering this RFP is James J. Kopencey, Executive Director of the Hartford Parking Authority. All questions, correspondence, and inquiries must be received by Monday, November 21, 2005 and mailed to:

Mr. James J. Kopencey
Executive Director
Hartford Parking Authority
155 Morgan Street
Hartford, CT 06103

Optionally, questions and inquiries may be sent by e-mail to kopej001@hartford.gov or facsimile to (860) 549-7275. Answers to any questions presented will be distributed to all persons and firms sent the RFP.

Responses to questions will be in writing and distributed to all qualified parking consulting/organization firms at the pre-bid meeting. Post Pre-Bid questions will be mailed out to all qualified parking consulting/organization firms.



2. Mandatory Pre-Bid Meeting

A mandatory pre-bid meeting will be held for all prospective vendors on **1PM on Friday, November 4, 2005 at 2:00 PM** at 155 Morgan Street, Hartford, CT 06103. Failure to attend this meeting will result in disqualification.

3. Submission Deadline

All qualified parking consulting/organization firms will submit their proposal to the Hartford Parking Authority by **2:00 p.m. on Friday, December 2, 2005.**

4. Rights and Privileges

The Hartford Parking Authority reserves the right to request additional information from all qualified parking consulting firms, to waive any informality in the proposals, and to reject all proposals, in the best interest of the Hartford Parking Authority.

The Authority will not be responsible for any costs incurred in the preparation of this RFP or for additional information that the Authority may be request from all qualified parking consulting/organization firms to provide.

In the event your firm does not respond to the RFP, please notify the Authority in writing.

All qualified parking consulting/organization firms will submit their proposal to the Hartford Parking Authority by **2:00 p.m. on Friday, December 2, 2005.**



SCHEDULE FOR SELECTION:

The following is HPA's anticipated schedule for pre-qualification, SP selection, and contract award. This schedule is subject to change.

1. Pre-proposal conference

Friday, November 4, at 1:00 PM

2. Deadline for Submission of Questions

Monday, November 21, 2005 at 3:30 PM

3. Submission of Proposals

Monday, December 2, 2005 at 3:30 PM

4. Filing of Selection Committee's report recommending selection to the Hartford Parking Authority

Tuesday, December 6, 2005

5. Hartford Parking Authority review, consideration, and vote on Selection Committee's recommendation

Thursday, December 8, 2005

6. Commencement of Contract

Monday, December 12, 2005 at 8:00AM